



# Hispanic Financial Education Outreach

*Presented by*  
Olga Camargo

# Background

- Born in Los Angeles to immigrant parents from Guanajuato, Mexico
- Raised in Chicago's Little Village Neighborhood—bilingual & bicultural
- University of Illinois—B.S. Business Adm.; M.A. Lang., Literacy, Rhetoric
- 20 years in the financial industry
- Providing retirement financial literacy since 2011
- Culturally-relevant financial literacy—ability to effectively deliver financial education that meet the social, cultural, and linguistic needs of 401(k)/403(b) participants

# Issues

- Unfamiliar with the ever-changing financial system
- Financial jargon, forms, language barrier
- Economic goals are not clear
- Distrust of financial institutions
- Fear of losing ANY money
- Fees
- Investments are scary

# Tips for a Successful Financial Literacy Program

- Bilingual/bicultural financial professionals are critical
- Financial professionals need to MEET the participant where they are at in the spectrum of financial literacy needs
- Education must be genuine and for the BENEFIT of participant and their beneficiary
- Repeat financial literacy will help create trust

# Tips for a Successful Financial Literacy Program

- Financial representative must be available for participant questions BEYOND scheduled meetings— a relationship is key
- Advocacy for participant with employer will also build on trust
- Financial professionals that are from the community; give back to the community; have a passion for making a difference, will be the most successful

*“When you leave you must remember to come back for others.”*

*--Sandra Cisneros*

*The House on Mango Street*



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